



**U.S. SMALL BUSINESS ADMINISTRATION
Business Information Center (BIC)
Presents a Workshop**

~Starting Your Own Retail Business~

The **RETAIL INDUSTRY** provides an exciting way of life for the more than 24 million people who earn their livelihood in this sector of the U.S. economy. **RETAILING** is one of the fastest-growing segments of the economy, the nation's largest employers, and the industry can provide an excellent business opportunity for you. One of the keys to a successful business start-up and expansion is your ability to plan well and obtain appropriate financing.

At this workshop you'll receive valuable information on the following:

- **Successful Retail Business Planning and Obtaining a Loan for Your Business**
- **Operations**
Putting Policies in Place
- **Establishing your Inventory**
Buying, Shipper to Shopper, Selling Seasons
- **Human Resources**
Hiring, Training, Incentives
- **Good Customer Service**
Keep them coming back... Are they always right?
- **Risk Management**
Products and Employee related issues

Date: June 17, 2004 (Mark Your Calendar)
Time: 10:00 a.m. to 12:30 p.m.
Location: U.S. Small Business Administration
Georgia District Office
Harris Tower - Peachtree Center Complex
233 Peachtree Street, Suite 1900
Atlanta, GA 30303

Pre-registration required. Seats are limited.

To Register: Contact Catherine Williams at 404.331.0100 Ext. 704

Fax: 404.331.0101

FREE ADMISSION

Registration Form – Starting a Retail Business

Complete the registration form and return it to Catherine Williams, BIC manager at the above address or E-mail registration to include information below to catherine.williams@sba.gov.

Name: _____ Address: _____

City _____ St. _____ Zip _____ Telephone Number: _____

Fax Number: _____ E-mail: _____

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